

ABSTRACT

Ryan Febriyan, Business Feasibility Study Pondok Tekwan (under the guidance of Mrs. Anastasia Sri Mendari, SE, MM).

Business Feasibility Study aims to see however business development is feasible or not to be done by Pondok Tekwan. Feasible or not this business, be seen from several aspects, such as Markets and Marketing, and Human Resources Management, technical and operational aspects, financial aspects, legal aspects and the Economic and Social Aspects. Every aspects discuss about business development strategies such as product variety, the variety of services and changes in management systems. From the analysis of each aspect, especially the financial aspects of using the method of calculation of return on capital that a business Pondok tekwan is feasible to be implemented.

Keywords : Feasibility Business Study, Entrepreneurship, Aspects of Business Feasibility Study